IT Unit 3

Topic 2

# Ch 2, Data Analytics: Drawing Conclusions, Part 1

**Integrity of data,** p 111- 121

1. Why is data integrity important? Explain possible effects of using data that lacks integrity.

**Timeliness**

1. What does timeliness refer to? Give some examples of data that is not timely.

**Authenticity**

1. What are the characteristics of authentic data?
2. List some challenges to the authenticity of data.
3. Authenticity techniques. How can you authenticate data, both digital and non-digital

**Relevance**

1. What makes data relevant?

**Accuracy**

1. Distinguish between content and form in terms of accuracy of data.
2. Briefly elaborate on the following challenges to data accuracy
   1. Correctness
   2. Completeness
   3. Clarity
   4. Consistency
3. Measures to improve accuracy, briefly elaborate on the following measures;
   1. Correctness
   2. Completeness
   3. Clarity
   4. Consistency